



# In terms of Video Consumption, does the apple fall far from the tree?

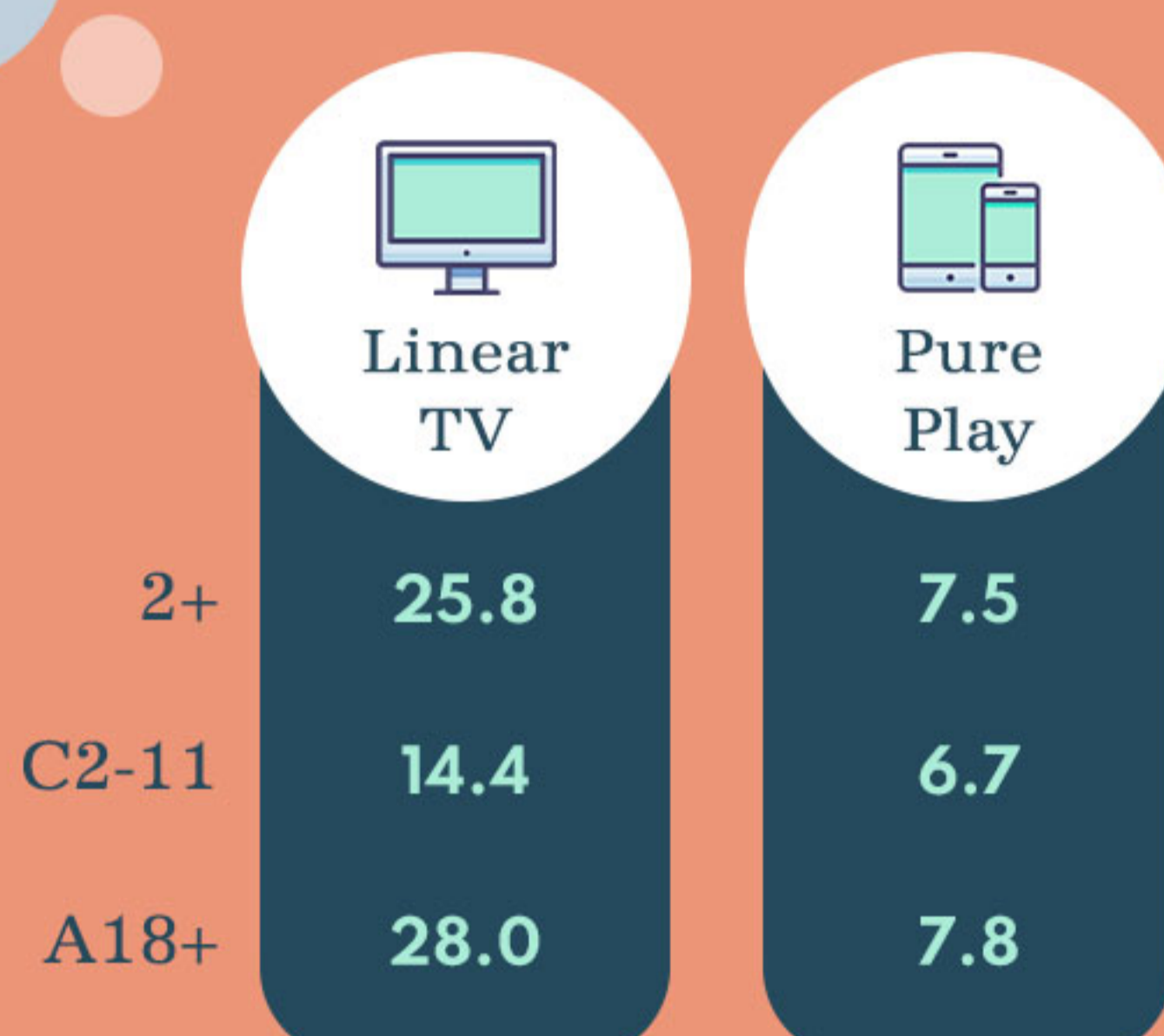
Numeris' VAM dataset has provided a unique and unparalleled view into how Canadians consume video content across Ontario and French Quebec.



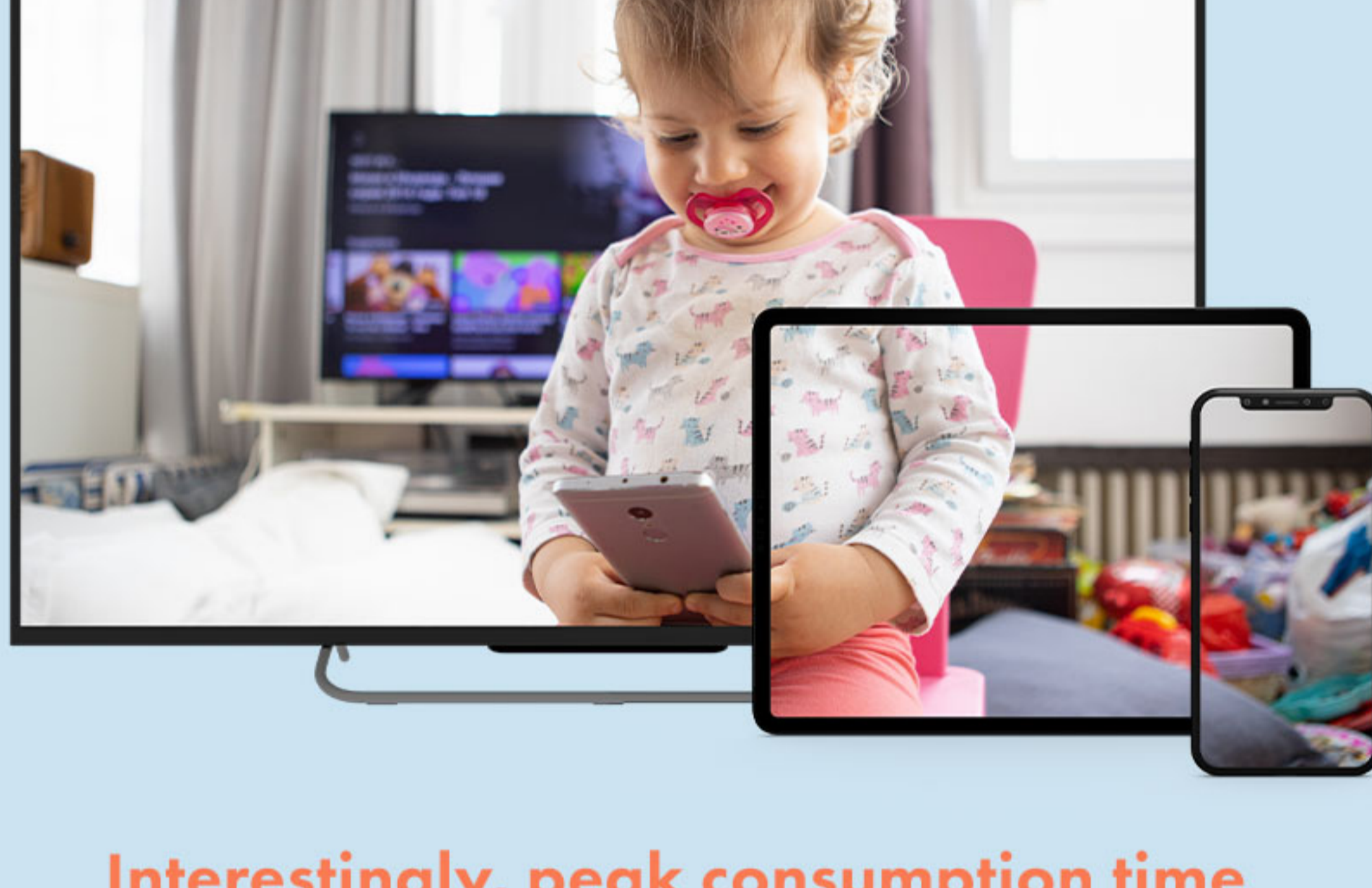
We've explored the video behaviours of various adult demographics; now let's examine how children's viewing habits compare. Does this younger group consume video in a similar manner? Or do they demonstrate entirely different behaviours? Let's see...

While spending less time each week with video than adults, Children 2-11 spend over twice the amount of time with Linear TV than with Pure Play services. They also spend more time with Linear TV than the A18-34s and spend less time streaming Pure Play services than all of the core adult demos, except for A55+.

## Average Weekly Hours Per Viewer



Source: Numeris VAM (Ontario/Quebec Franco), 2+, C2-11, A18+, Mo-Su 2a-2a, 9/13/2021-2/27/2022, AvHrsWk(View)



## Interestingly, peak consumption time varies by day of the week and by platform type:

During the week, Children 2-11 spend the most time with Linear TV at 8pm, in line with A18+, however there are differences when it comes to AVOD\* and SVOD consumption. While Children 2-11 consume the most AVOD\* and SVOD at 5pm, this is earlier than we see for A18+, who prefer consuming AVOD\* at 8pm and SVOD at 9pm.

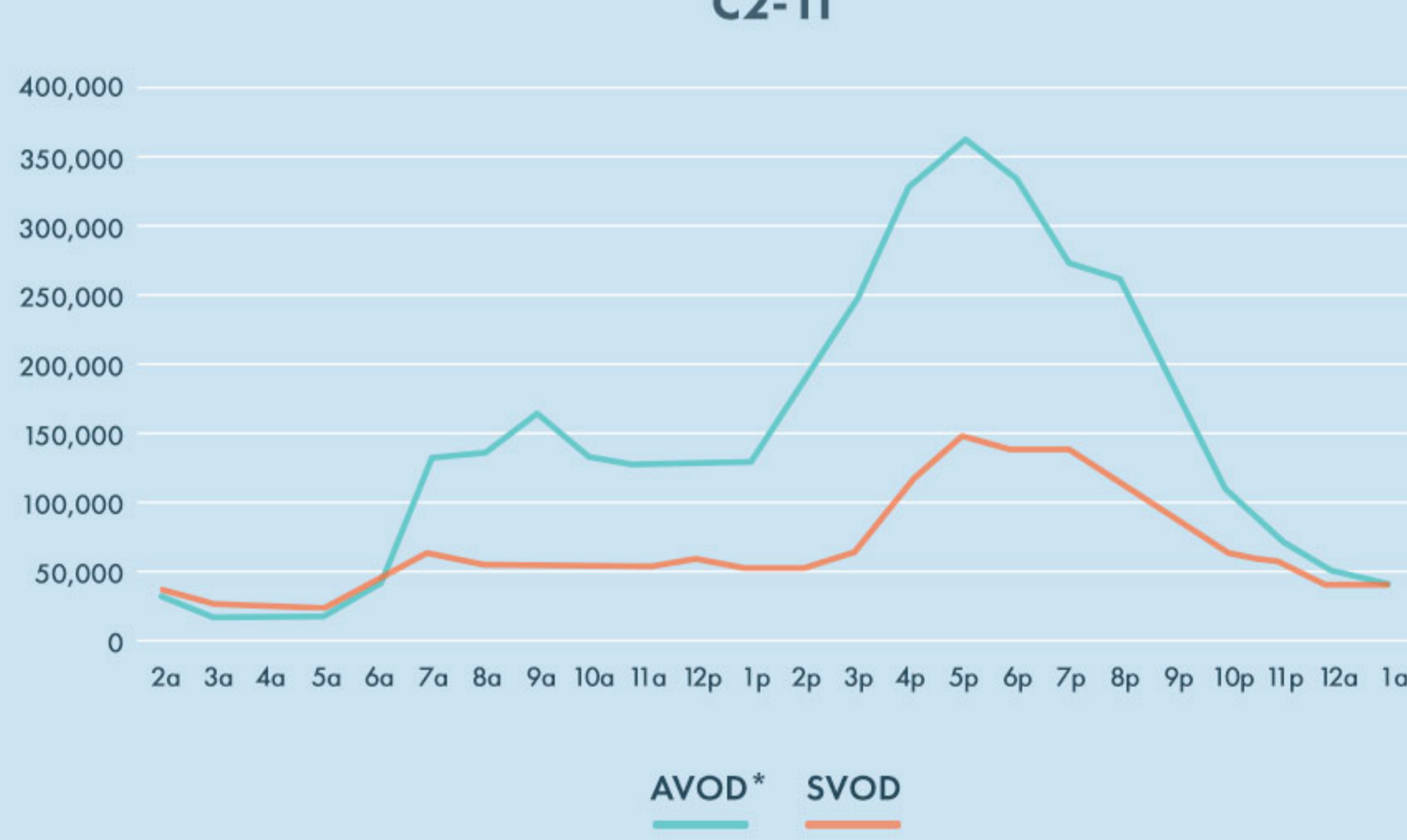
As for the weekend, Linear TV consumption peaks at 7pm for Children 2-11 while AVOD\* tuning is highest at 10am and 6pm for SVOD. Whereas for A18+, the peaks occur a bit later - 8pm for Linear TV, 9pm for SVOD and 10pm for AVOD\* content.

Source: Numeris VAM (Ontario/Quebec Franco), C2-11, A18+ Mo-Fr 2a-2a and Sa-Su 2a-2a, 9/13/2021 to 2/27/2022, Total Time (000) [minutes]

\*AVOD includes BVOD catch-up viewing.

Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.

### Total Minutes Spent Per Hour – Weekday (Mon-Fri) C2-11



### Total Minutes Spent Per Hour – Weekend (Sa-Su) C2-11



Source: Numeris VAM (Ontario/Quebec Franco), C2-11, Mo-Fr 2a-2a and Sa-Su 2a-2a, 9/13/2021 to 2/27/2022, Total Time (000) [minutes]

\*AVOD includes BVOD catch-up viewing.

Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.



## Now that we know when Children 2-11 consume content, as well as their preferred platform to do so, let's look into HOW they watch.

The top choice for both AVOD\* and SVOD is the Smart/Connected TV, followed by Tablet. In fact, this younger demo actually has the highest share of viewing to both Smart/Connected TVs and Tablets, when streaming AVOD\* and SVOD content, when compared to Adults.

	C2-11		A18+	
	AVOD*	SVOD	AVOD*	SVOD
Smart TV or TV Connected Devices	55%	86%	37%	72%
PC/MAC	3%	4%	26%	17%
Tablet	25%	8%	11%	5%
Mobile	17%	2%	26%	6%

Source: Numeris VAM (Ontario/Quebec Franco), C2-11, A18+, M-Su 2a-2a, 9/13/2021-2/27/2022, Share (%) of TotalTime(000) [minutes] by Device.

\*AVOD includes BVOD catch-up viewing.

Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.



Keep an eye on your inbox as we continue to dig further into VAM and provide you with valuable insights!



Visit our [Glossary](#) for all cross-platform, cross-media terms and definitions.

If you have any questions about VAM, contact [Client Services](#). For any software-related queries, please contact [NLogic](#).